# Title: Squad 3 - April 2018 Aspirations

## 

|  |
| --- |
| **Aspirations - April 2018** Freshsales, 11 Apr 2018 |
| Mission:  Continue evolving integrated email as USP of Freshsales  Powerful automations - Sales campaigns |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Name** | **Email** | **Git home (if applicable)** |
| **Tech Lead** | Sivakumar | [sivakumar.muthuchamy@freshworks.com](mailto:sivakumar.muthuchamy@freshworks.com) |  |
| **Squad Lead** | Manikandan | [manikandan.subramaniam@freshworks.com](mailto:manikandan.subramaniam@freshworks.com) |  |
| **Product Owner** | Aditi | [aditi.balaji@freshworks.com](mailto:aditi.balaji@freshworks.com) |  |
|  | Swati | [swati.sharma@freshworks.com](mailto:swati.sharma@freshworks.com) |  |
| **Members** | Amerrnath | [amerrnath.murugan@freshworks.com](mailto:amerrnath.murugan@freshworks.com) |  |
|  | Dwarak | [thoppe.dwarakanath@freshworks.com](mailto:thoppe.dwarakanath@freshworks.com) |  |
|  | Kalaivasakan | [kalaivasakan.kalaiarasan@freshworks.com](mailto:kalaivasakan.kalaiarasan@freshworks.com) |  |
|  | Prabhu | [prabhu.balaji@freshworks.com](mailto:prabhu.balaji@freshworks.com) (Intern) |  |
|  | Athish | [athishpranav.sethuram@freshworks.com](mailto:athishpranav.sethuram@freshworks.com) |  |
|  | Ramkumar | [ramkumar.ramani@freshworks.com](mailto:ramkumar.ramani@freshworks.com) |  |

## **Success metrics - KPIs (Key Performance Indicators)**

|  |
| --- |
| 1. Features shipped - nil 2. Number of Jira items resolved - 26 |

## **Previous Aspirations Link:**

[**Squad 3 - Mar 2018 Aspirations**](https://confluence.freshworks.com/pages/viewpage.action?pageId=93716581)

## **Results: How did we do since last Aspirations? (Planned vs Delivered - Summarise the results and provide applicable links)**

|  |  |  |
| --- | --- | --- |
| Goal (from previous Aspirations) | Results | Deliverables |
| Sales campaign - Bug fixes and Enhancements   * New fields are added to the condition field dropdown for leads and contacts * Drilldown view for Campaign Metrics * Special charter issue with SQL * Ignore send email sales sequence step when email status is not active | Done  Done  In testing  In testing | Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error. |
| Email - Enhancements   * Control over custom SMTP email limit and throttling * Search in email templates * Moving Outbound SMTP to email platform service * Metrics for bulk emails | In testing  Done  In progress    In testing | Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error.    Unable to render Jira issues macro, execution error. |
| Email - Bug fixes   * Emails are being sent to contacts which is marked as 'Do not disturb' * Added whitelist tags to HTML sanitizer * Stored XSS in Conversation Page * Privilege escalation ( IDOR ) - Delete restricted email conversations. * Least privilege user is able to permanently delete the mailbox connected to the account * Bcc email are marked as inbound emails * Mail is not removed from awaiting response * Email conversations query optimisation | Done | Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error. |

## **Success metric trend (over the past 3 months)**

|  |  |
| --- | --- |
| Metric | Trend |
| Features shipped | -- |
| Number of Jira items resolved | 32 |
| Number of test cases automated (high + critical) | 84 - Done. (Conversation - Email)  Pending - Sales campaign cases |

## **Top contributors (since** **last Aspirations - please leave this section blank if data not available)**

|  |  |
| --- | --- |
| Name | Contribution |
|  |  |

## **Top Issues (faced since last Aspirations)**

|  |  |  |
| --- | --- | --- |
| Issue | Root cause | Recurring |
|  |  |  |
|  |  |  |

## **Plan for next month (or) Aspirations**

|  |  |
| --- | --- |
| Goal | Deliverables |
| Sales campaigns 2.0 | Unable to render Jira issues macro, execution error. |
| Moving to Froala editor | Unable to render Jira issues macro, execution error. |
| Moving to Email platform service  1) ~~Outbound SMTP (Including the email events).~~  2) Inbound SMTP.  3) Custom IMAP.  4) Custom SMTP. |  |
| Email on boarding, historical import of emails, suggested leads | Unable to render Jira issues macro, execution error. |
| Link White-label for custom SMTP link tracking |  |
| Providing Account level SMTP to control their email sending related events and limits |  |

|  |  |
| --- | --- |
| Stretch goal | Deliverables |
|  |  |
|  |  |

## **Identified risks**

|  |  |  |
| --- | --- | --- |
| Risk | Mitigation strategy | Recurring |
|  |  |  |
|  |  |  |

## **Do you have any specific asks? (any help needed to address constraints, unblocking, ...)**

**(Please keep this list engineering related - this section is optional)**

|  |  |  |
| --- | --- | --- |
| Ask | Impact | Recurring |
|  |  |  |
|  |  |  |

## **Peer appreciation**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Appreciated by | Impact | In their own words |
|  |  |  |  |
|  |  |  |  |

## **Plan/Roadmap/Vision - that extends beyond one month**

* Multiple email addresses for a lead
* Search functionality
* Folders for email templates
* Enhancements in sales campaigns based on internal feedback

## **Demo/Deep dives/Miscellaneous items/...**

## **Finally**

Copy this page's link in [2018-February](https://confluence.freshworks.com/pages/viewpage.action?pageId=64028673) page